

Message Text

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43

ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /018 W

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R 211530Z JUN 74

FM AMEMBASSY SANTO DOMINGO

TO USDOC WASHDC

SECSTATE WASHDC 0768

UNCLAS SECTION 1 OF 2 SANTO DOMINGO 2530

E.O. 11652: N/A

TAGS: BEXP, DR

SUBJECT: FY1975 COMMERCIAL ACTION PROGRAM

REF: A. STATE A-4304, JUNE 3, 1974

B. SANTO DOMINGO 2423, JUN 17, 1974

SUMMARY: FOLLOWING IS THE FY1975 COMMERCIAL ACTION PROGRAM FOR THE DOMINICAN REPUBLIC. THE FORMAT IS BASED ON THAT OF REF. A., AS SUBSTANTIALLY MODIFIED AND SIMPLIFIED AT THE TOBAGO COMMERCIAL CONFERENCE. THE BOARD OF DIRECTORS OF THE AMERICAN CHAMBER OF COMMERCE HAS REVIEWED THE CAP AND HAS PLEDGED ITS FULL SUPPORT.

1. CAMPAIGN NO. 1: CONSTRUCTION SECTOR.

ANNUAL MAN-DAY ALLOTMENTS: FSO-4 M. SKOL...38MD; FSL-3 R. RUIZ...42MD

;

FSO-3 D. BOWEN...18MD; FSL-3 R. SIMPSON.10MD; FSL-5 E. PINA...

6MD; FSO-4 POLITICAL OFFICER J. BUMPUS 18MD.

ACTION ONE: LEND MAXIMUM APPROPRIATE ASSISTANCE TO U.S.

FIRMS COMPETING FOR MAJOR GOVERNMENT CONSULTING AND/OR

CONSTRUCTION CONTRACTS, ESPECIALLY THE FOLLOWING: PORT

REHABILITATION, DUARTE HIGHWAY WIDENING, AND BAO DAM

CONSTRUCTION. ACTION TWO: THE EMBASSY POLITICAL SECTION

TO ASSUME ACTIVE ROLE IN PROMOTING U.S. PARTICIPATION

IN CORDE (THE GOVERNMENT HOLDING CORPORATION) PROJECTS,

AS THE BARAHONA INDUSTRIAL COMPLEX, INCLUDING THE PROPOSED

CEMENT PLANT. ACTION THREE: BY NOVEMBER 1, 1974, SUBMIT A

TRADE LIST OF DISTRIBUTORS OF CONSTRUCTION SUPPLIES AND

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EQUIPMENT AND IMPORTANT CONTRACTORS AND BUILDERS. ACTION FOUR:

BY NOVEMBER 30, 1974, PREPARE A MARKET STUDY ON CONSTRUCTION SUPPLIES AND EQUIPMENT (TARGET INDUSTRY). ACTION FIVE: BY FEBRUARY 1, 1975, SUBMIT A TRADE LIST OF DISTRIBUTORS OF COOLING MACHINERY, ENVIRONMENTAL CONTROLS, AND EQUIPMENT. ACTION SIX: BY MARCH 15, 1975, PREPARE A MARKET STUDY ON COOLING MACHINERY, ENVIRONMENTAL CONTROLS AND EQUIPMENT (TARGET INDUSTRY). ACTION SEVEN: SUBMIT, AT LEAST ONCE EVERY SIX WEEKS, A COMPREHENSIVE STATUS REPORT ON ALL PENDING MAJOR PROJECTS. ACTION EIGHT: THE BOARD MEMBERS OF THE

AMERICAN CHAMBER OF COMMERCE TO KEEP THE COMMERCIAL ATTACHE INFORMED ON ANY OPPORTUNITY FOR ENGINEERING, CONSULTING OR CONSTRUCTION SERVICES WHICH MAY COME TO THEIR ATTENTION. ACTION NINE: PROMOTE, BY DIRECT MAILING OR PERSONAL CONTACT, ATTENDANCE AT THE FOLLOWING U.S. TRADE SHOWS: NATIONAL HARDWARE SHOW, AUGUST, NEW YORK; NATIONAL BUILDERS HARDWARE EXPOSITION, SEPTEMBER, CHICAGO; NATIONAL HOUSEWARES EXHIBITION, JANUARY, CHICAGO; NATIONAL ASSOCIATION OF HOME BUILDERS SHOW, JANUARY, DALLAS; CONCRETE INDUSTRIES EXPOSITION, FEBRUARY, NEW ORLEANS; AND CONEXPO-CONSTRUCTION EQUIPMENT EXPOSITION, FEBRUARY, CHICAGO.

2. CAMPAIGN NO. 2: ENERGY SYSTEMS (TARGET INDUSTRY). ANNUAL MAN-DAY ALLOTMENTS: FSO-4 M. SKOL...30MD; FSO-3 D. BOWEN...8MD; FSO-5 C. KENNEDY...3MD; E. PINA...20MD; FSL-3 R. SIMPSON...22MD. ACTION ONE: ASSIST U.S. FIRMS IN COOPERATION WITH THE EXIM BANK IN SUBMITTING COMPETITIVE BIDS ON THE NEXT MAJOR PURCHASES OF THE DOMINICAN ELECTRIC CORPORATION (CDE): AN 80 OR 116MW THERMAL GENERATOR FOR INSTALLATION IN 1978 AND, POSSIBLY, A PUMP/GENERATOR SYSTEM. REGULAR CONTACT TO BE MAINTAINED BY SKOL WITH JULIO SAURI, CDE ADMINISTRATOR. ACTION TWO: ASSIST U.S. FIRMS INTERESTED IN TAKING PART IN FUTURE GODR PETROLEUM EXPLORATION EFFORTS. ACTION THREE: SUBMIT, BY AUGUST 1, 1974, A TRADE LIST OF POTENTIAL DISTRIBUTORS OF SOLAR ENERGY PRODUCTS. ACTION FOUR: STAGE, IN MARCH OR APRIL, 1975, AN EXHIBIT OUTSIDE OF THE EMBASSY OF SOLAR ENERGY TECHNOLOGY AND PRODUCTS.

3. CAMPAIGN NO. 3: FOOD PROCESSING AND AGRICULTURAL EQUIPMENT (TARGET INDUSTRY). ANNUAL MAN-DAY ALLOTMENTS: FSO-4 M. SKOL...24MD; FSO-3 D. BOWEN... UNCLASSIFIED

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6MD; FSO-5 C. KENNEDY...5MD; FSL-5 E. PINA...34MD; FSL-3 R. SIMPSON..

28MD; FSL R. RUIZ...9MD.

ACTION ONE: BY SEPTEMBER 1, 1974, EXPAND THE EMBASSY. S MARCH 1974 MARKET STUDY ON FOOD PROCESSING AND PACKAGING EQUIPMENT FOR INCLUSION IN THE USDOC GLOBAL MARKET STUDY ON THAT INDUSTRIAL SECTOR. ACTION TWO: ASSIST JANUARY 1975 INDUSTRY TRADE MISSION TO THE DOMINICAN REPUBLIC ON FOOD PROCESSING AND AGRICULTURAL

EQUIPMENT. ACTION THREE: CO-SPONSOR A SMALL EXHIBITION OF FOOD PROCESSING AND PACKAGING MACHINERY IN MAY OR JUNE, 1975. THE AMERICAN CHAMBER OF COMMERCE AND USDOC TO ASSIST. ACTION FOUR: THE OFFICE OF THE AGRICULTURAL ATTACHE TO PROVIDE REGULAR LEADS ON TRADE OPPORTUNITIES IN THE AGRICULTURAL EQUIPMENT FIELD. ACTION FIVE: PROMOTE, BY DIRECT MAIL OR PERSONAL CONTACT, ATTENDANCE AT THE FOLLOWING U.S. TRADE SHOWS: PACKAGING EXPOSITION, OCTOBER, CHICAGO; FOOD AND DAIRY EXPOSITION, OCTOBER, DALLAS; NATIONAL EXPOSITION FOR FOOD PROCESSORS, JANUARY, CHICAGO; NATIONAL FARM MACHINERY SHOW, MARCH, OMAHA; AND NATIONAL PACKAGING EXPOSITION, MAY, CHICAGO. CROWLEY

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /018 W

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R 211530Z JUN 74

FM AMEMBASSY SANTO DOMINGO

TO USDOC WASHDC

SECSTATE WASHDC 0769

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4. CAMPAIGN NO. 4: TOURISM AND LEISURE.

ANNUAL MAN-DAY ALLOTMENTS: FSO-4 M. SKOL...18MD; FSO-3 D. BOWEN...

5MD; FSL-5 E. PINA...5MD; FSL-3 R. SIMPSON...5MD; FSL-3 R. RUIZ...

21MD. ACTION ONE: GIVE HIGH PRIORITY TO ASSISTING U.S. FIRMS IN OBTAINING CONSULTING AND CONSTRUCTION CONTRACTS AND PRODUCT ORDERS FOR THE MULTI-STAGE TOURISM PROJECTS ON THE NORTH AND SOUTH COASTS BEING DEVELOPED BY THE CENTRAL BANK'S OFFICE OF TOURISM INFRA-STRUCTURE (INFRATUR). ACTION TWO: ASSIST U.S. CONSTRUCTION FIRMS, HOTEL CHAINS, AND MANUFACTURERS OF HOTEL SUPPLIES AND EQUIPMENT VIS-A-VIS THE PLANNED EXPANSION OF TOURISM FACILITIES, EXPECIALLY IN THE SANTO DOMINGO AREA (SEE SANTO DOMINGO A-56, MAY 11, 1974).

ACTION THREE: SUBMIT, BY SEPTEMBER 15, 1974, A TRADE LIST OF DISTRIBUTORS OF SPORTS AND LEISURE EQUIPMENT AND SUPPLIES.

ACTION FOUR: PREPARE, BY OCTOBER 15, 1974, A MARKET STUDY ON SPORTS AND LEISURE EQUIPMENT AND SUPPLIES. ACTION FIVE: PROMOTE, BY DIRECT MAIL OR PERSONAL CONTACT, ATTENDANCE AT THE FOLLOWING U.S. TRADE SHOWS: NATIONAL HOTEL MOTEL EDUCATIONAL EXPOSITION,

NOVEMBER, NEW YORK; AMERICAN HOTEL AND MOTEL ASSOCIATION ANNUAL CONVENTION, DECEMBER, SAN JUAN; HOBBY INDUSTRY TRADE SHOW, JANUARY, CHICAGO; NATIONAL SPORTING GOODS ASSOCIATION CONVENTION AND SHOW, JANUARY, HOUSTON; AND NATIONAL RESTAURANT CONVENTION AND EDUCATIONAL EXPOSITION, MAY, CHICAGO.

5. CAMPAIGN NO. 5: COMMUNICATIONS EQUIPMENT (TARGET INDUSTRY).
ANNUAL MAN-DAY ALLOTMENTS: FSO-4 M. SKOL...12MD; FSO-3 D. BOWEN...
5MD; FSO-5 C. KENNEDY...5MD; FSL-3 R. RUIZ...21MD.
ACTION ONE: LEND ALL APPROPRIATE ASSISTANCE TO
SECURE THE HIGHEST POSSIBLE U.S. SHARE OF EQUIPMENT
PURCHASES FOR THE 1975-1978 EXPANSION PLAN OF THE DOMINICAN
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TELEPHONE COMPANY. ACTION TWO: BY JUNE 30, 1975, SUBMIT A MARKET
STUDY ON COMMUNICATIONS AND RELATED EQUIPMENT AND SUPPLIES.
ACTION THREE: ASSIST U.S. FIRMS BIDDING ON AIRPORT TOWER EQUIPMENT
FOR THE PUERTO PLATA INTERNATIONAL AIRPORT, NOW UNDER CONSTRUCTION.

6. CAMPAIGN NO. 6: CONSTRAINTS TO U.S. TRADE.
ANNUAL MAN-DAY ALLOTMENTS: FSO-4 M. SKOL...35MD; FSO-3 D. BOWEN...
20MD; FSL-3 R. SIMPSON...5MD. (ALL ACTIONS IN COOPERATION WITH THE
AMERICAN CHAMBER OF COMMERCE BOARD). ACTION ONE: ATTEMPT TO
AMELIORATE, THROUGH INFORMAL DISCUSSIONS AND NEGOTIATIONS, THE
DISCRIMINATORY EFFECTS OF THE NEWLY TOUGHENED DOMINICAN LAW PROTECTING

LOCAL DISTRIBUTORS AND AGENTS. ACTION TWO: SEEK CLARIFICATION
AND REASONABLE APPLICATION OF THE NEW ARTICLE 12 OF THE DISTRIBUTOR'S
LAW, WHICH APPEARS TO RESTRICT SEVERELY PARTICIPATION OF NON-
DOMINICANS IN LOCAL COMMERCIAL ACTIVITIES. ACTION THREE: CONTINUE
TO COOPERATE WITH CUSTOMS OFFICIALS IN THE ONGOING PROCESS OF
DEVELOPING A NEW CUSTOMS EVALUATION SYSTEM, PARTICULARLY ONE WHICH
DIMINISHES THE POSSIBILITY OF UNDER-INVOICING ON IMPORTS TO THE
DOMINICAN REPUBLIC. ACTION FOUR: CONTINUE DISCUSSIONS WITH
APPROPRIATE CUSTOMS OFFICIALS ON THE ELIMINATION OF THE CONSULAR
INVOICE REQUIREMENT AND THE RULING REQUIRING SPANISH ON CERTAIN
SHIPPING DOCUMENTS, AS WELL AS THE ADOPTION OF MORE FLEXIBLE
TOLERANCE PROCEDURES.

7. CAMPAIGN NO. 7: GENERAL AND SURVEY.
ANNUAL MAN-DAY ALLOTMENTS: FSO-4 M. SKOL...30MD; FSO-3 D. BOWEN...
24MD; FSL-5 E. PINA...23MD; FSL-3 R. SIMPSON...12MD; FSL-3 R.
RUIZ...42MD; FSO-4 POLITICAL OFFICER J. BUMPUS...4MD.
ACTION ONE: PREPARE, BY AUGUST 15, 1974, A GENERAL MARKETING
STUDY ON THE DOMINICAN REPUBLIC.
ACTION TWO: PREPARE, BY JANUARY 31, 1975, A MARKET
STUDY AND TRADE LIST ON GRAPHICS EQUIPMENT (TARGET INDUSTRY).
ACTION THREE: SPEND AT LEAST TWO WORKING DAYS A MONTH ON
COMMERCIAL AFFAIRS IN THE IMPORTANT SECOND CITY OF THE COUNTRY,
SANTIAGO. ACTION FOUR: EXPAND THE COMMERCIAL RESOURCES OF THE

BI-NATIONAL CENTER LIBRARY IN SANTIAGO, INCLUDING, ON A SCHEDULED BASIS, THE PRESENCE THERE, FOR CONSULTATIONS, OF AMERICAN AND LOCAL EMPLOYEES OF THE EMBASSY'S ECONOMIC/COMMERCIAL SECTION. ACTION FIVE: ECONOMIC/COMMERCIAL AND POLITICAL OFFICERS TO TRAVEL ON A MORE FREQUENT BASIS ON COMMERCIAL AFFAIRS OUTSIDE OF SANTO
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DOMINGO. ACTION SIX: EXPAND THE COMMERCIAL NEWSLETTER MAILING LIST, ESPECIALLY TO AREAS OUTSIDE OF SANTO DOMINGO. ACTION SEVEN: PREPARE, BY AUGUST 1, 1974, IN CONSULTATION WITH THE PUERTO RICAN COMMERCIAL OFFICE IN SANTO DOMINGO, A SEPARATE ACTION PLAN FOR JOINT PROMOTION OF PUERTO RICAN EXPORTS TO THE DOMINICAN REPUBLIC (WHICH CURRENTLY TOTAL 25 PERCENT OF ALL U.S. EXPORTS TO THIS COUNTRY). ACTION EIGHT: ENCOURAGE U.S. FIRMS COMPETING FOR MAJOR PROSPECTIVE SALES OR LARGE CONSTRUCTION PROJECTS TO SPONSOR SIGNIFICANT CULTURAL OR SPORTS PRESENTATIONS IN THE DOMINICAN REPUBLIC (GUY F. ATKINSON, G.E. AND WESTINGHOUSE ARE AMONG THE POSSIBILITIES). THE MAJOR EXPORT PROJECTS DIVISION AT COMMERCE TO ASSIST AS APPROPRIATE. ACTION NINE: CONTINUE MINI-EXHIBITIONS OF OFFICE EQUIPMENT AND OTHER PRODUCTS IN THE COMMERCIAL LIBRARY. ACTION TEN: SCHEDULE REGULAR SEMINARS AT THE USIS MINI-THEATER ON U.S. PRODUCTS AND EMBASSY COMMERCIAL SERVICES (AS THE TOP SYSTEM); PRIMARY TARGET AUDIENCE WILL BE THE 100 MAJOR DISTRIBUTORS AND COMMISSION AGENTS IN THE COUNTRY. ACTION ELEVEN: SEND FROM FOUR TO SIX KEY BUSINESS/COMMERCIAL/INDUSTRIAL FIGURES TO THE U.S. ON 10 TO 14 DAY LEADER GRANTS; THEIR TOURS WOULD EMPHASIZE THE CULTURAL, PROMOTIONAL, ANTI-POLLUTION, AND GOVERNMENTAL RELATIONS ASPECTS OF THE U.S. BUSINESS SCENE. ACTION TWELVE: BY DECEMBER 15, 1974, PREPARE A LIST OF LOCAL DISTRIBUTORS WHO: (A) ARE CONSIDERED DYNAMIC AND EFFECTIVE, AND (B) DO NOT YET REPRESENT ANY SIGNIFICANT U.S. PRODUCT LINE. ACTION THIRTEEN: BY APRIL 1, 1975, CONTACT ALL DISTRIBUTORS ON ABOVE LIST TO DISCUSS POSSIBLE ADDITION OF AMERICAN LINES, PERHAPS IN SUBSTITUTION OF OTHER FOREIGN PRODUCTS. ACTION FOURTEEN: NOMINATE FSL-3 RAFAEL RUIZ, MARKET ANALYSIS OFFICER, FOR ATTENDANCE AT FY1975 INTERNATIONAL MARKETING INSTITUTE PROJECT IN BOSTON (SEE SD 0857, FEBRUARY 28, 1974); USDOC AND STATE TO SEEK FINANCING.

8. NOTE: A. REF. B. DETAILS THE FY1975 AND FY1976 COMMERCIAL BUDGET ESTIMATES. THESE ARE NOT THEREFORE REPEATED IN THIS TELEGRAM; B. THE ROLE OF USAID VIS-A-VIS THE CAP IS UNDER SEPARATE STUDY AND WILL BE DETERMINED LATER.
CROWLEY

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Message Attributes

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Drafter: n/a
Enclosure: n/a
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